

# *Lower Columbia*

# BUSINESS

## Roll up your sleeves, Seaside

A brief forecast of the political direction for a prosperous coastal community.

# R



One woman coastal beauty preservation effort: Sandie Murphy tramps down animal trails to give you a view you might not otherwise get. See page 10.

unning for political office in Seaside, lately, has been like asking for life inside a hot potato. A brief conversation with City Manager Gene Miles, however, and a review of some members of the newly assembled city council seem to be pointing to a change in the direction for political progress in this diverse coastal community.



Photo by Leslie Palmeri

New Columbia Chocolates owner, Terri Elliot, and candy store veteran Jeannie Sodervick form new friendships and directions for the Astoria landmark confectionery. See page 15.

Gene Miles thinks he has a pretty tough job. He has been in public service for 20 years and this is where he wants to live, but sometimes he sounds a little overwhelmed by the amount of negativism in Oregon and about government in general. However, he did say, "The times, they are a changin'." In the way we see government as a nation and, specifically, in the way things have been run in Seaside. He seems to think that the changes that have been occurring in Seaside are necessary, but perhaps have been more painful than expected. After most of the sorting out, Gene thinks good things about the current city council. "They are all fair minded, community minded, let's go forward and see."

According to Doug Ray, newly elected to his post as of January, 1995, interesting things are in the offing. He is hopeful, though and says, "Especially given the makeup of

Continued on page 2.

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VOL. 5  
NO. 2  
FEB. 1995  
ISSN 1056-7070  
503/738-3398



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## Seaside continued

the current council, I am extremely optimistic about what is ahead." In Ray's opinion, Seaside has been living off the accomplishments of the last decade and that will no longer sustain our economy. He does not think that the battles are over, in fact he says that the big battle has not yet even begun. "The season of discontent that is brewing in Seaside is part of this coming change." Hold on to your hats, Seaside, the worst is NOT yet over?

Doug is a firm supporter of our town and of government in general. "I believe in Seaside, I traveled all over the world and then came back and built a house next to the one I grew up in. We have some great plans like the Seaside Wetlands Reserve Program for a wetlands park and public access.

The intent of the current council is to revitalize and refocus tourism in Seaside - and to make sure it keeps that focus. Part of the problem is that new people have not had an access to local government." Ray would like to change that. "Regardless of what is to

come, I think that this is in the best interests of the community."

Jim Hayward is one of the veterans on the Seaside City Council - all members have served less than five years. "I think that it is time to put the turmoil aside and move forward, and I think we have the council that can do it. I have no specific agenda, I think there are some changes needed. I don't want to start a war here, I think there should be some accountability for room tax. Allocations for room tax were made when that was \$80,000 a year, now it is a million. It may not have been spent wisely. I am anxious for this council to get some time under its belt and some interesting things will come out of this council that have not been tried before - we have a diverse group , pro development to pro development with environmental concerns. It is a diverse group that seems to be going to gel and work well. There will be able to be disagreement among councilors without anybody thinking anybody else is an enemy. Before, if you disagreed, you

also had to hate. I think disagreement will be with issues rather than personalities."

Rosemary Baker-Monaghan summed up what I have heard from just about everyone I interviewed. "It is time to roll up our sleeves and get to work." **LCB**

### Businesses in this issue

Phone numbers for businesses  
featured in this issue of  
**Lower Columbia BUSINESS:**

Artistic Images by Murf.....	738-6436
Bruce Smith Car Rentals.....	738-3090
BUffOOnaTICs.....	861-0807
Coastal Courier.....	738-6115
Columbia Chocolates.....	325-4744
Columbia Memorial Hospital...	325-4321
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# Pull-out directory a big hit

A new one has been added this month

The pull-out section on services available to the year round professional was a big hit, with a lot of persons calling in to find out why they were not included or when a new directory would be printed again. The answer to those questions is that the directory was definitely a place to start and will be improved and reprinted sometime during the calendar year. We hope to make it an annual inclusion.

In this issue you will find a different pull-out. It lists the telephone number for the city hall of cities in Clatsop County along with the names of the mayor and city council persons. We felt that this would give you another form of easy reference and contact with persons of influence in your daily business life. Government is only as good as you make it.

Also each month, we would like to call your attention to an item that is printed on page 2 of this issue. It is the listing of telephone numbers for businesses that we have highlighted or featured in any given month. This way you are able to contact us about a busi-

ness or you may contact the business directly.

We also have the following corrections or clarifications to submit from the past two issues. They have been pulled from stories submitted by the past publishers, the current publishers and guest writers. We are sorry for any inconvenience or confusion the incorrect entries may have caused.

From December, 1994:

The Pioneer House is located in Clatsop Plains, not Surf Pines.

In a 1031 exchange, you have 180 days total to complete the transaction, not 180 days on top of the 45 that you have to identify the target properties.

From January, 1995:

Persons listed in two photographs were named in incorrect order - 1) On the front cover, Anita Decker from Pacific Power is standing with Jim Hill, of CEDC fisheries project, immediately to her left, and Duncan Lew in the right of the photo. 2) On page 6, Mr. Gerd Schopp and Mrs. Jeri Schopp were captioned in the wrong order. **LCB**

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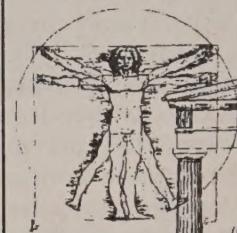
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is published by Walker & Company Marketing Communication ©1995

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It is sent free to businesses and public officials in Clatsop County, Ore. and southern Pacific County, Wash. Other interested parties may subscribe to 12 issues for \$12. Single issues are available for \$3.

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tising inquiries to: P O Box 1088, Seaside, OR 97138. Phone: Seaside: 738-3398. Fax: 738-0172.

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# Do your healthcare homework!

Healthcare plans require a lot of research and work to get it right

**E**very day, employers, managers and individuals must face decisions about the direction of their business. There are few issues as universal as healthcare.

There are two sides to healthcare. The first is the healthcare services that are offered and available in a community and the second is how those services are paid for. Ironically, the "how those services are paid for" portion of the above situation, largely dictates what services are offered.

We spoke with three levels of healthcare providers in Clatsop County: hospitals, insurance carriers and an individual practitioner. Each of those providers has to be concerned with both the level of services provided and the method of payment for those services.

The key to understanding the complicated and almost endless array of

healthcare options available to businesses is to do your homework.

Employers and managers must establish decisions in four basic areas before selecting a healthcare direction for your business.

**1. How many employees are involved?**

Healthcare insurance is divided by number of persons involved. Companies with three to 25 employees may have different options available to them than do firms with over 100 employees. Gina Slocum of Northwestern Agencies, Inc. says that if a company has less than 26 employees, each eligible full time employee must complete a medical statement in order for her to be able to receive proposals from selected insurance carriers.

**2. What percentage of overall compensation should be concerned with healthcare benefits?** Even though healthcare coverage comes in a big, complicated package, each instance of actual healthcare coverage usage comes down to one

person needing some service as an individual. How important is that front line delivery of service to your employees? Jean Rabus of North Coast Insurance says that employers should look for health plans that will keep employees happy, and yet not be too much of a financial burden for the business.

**3. How far should this healthcare benefit reach?** Options on healthcare include full coverage for all employees or coverage for employees and their families.

**4. How far should employees have to travel to receive healthcare services?** This is not just a problem faced by those of us on the coast: Large metropolitan areas may also see the commute to healthcare services as a concern. Here on the coast, we have available to us all of the products and services that are available in any major metropolitan area, albeit sometimes on a smaller or limited scale.

Once those questions have been



Dr. Kazmierowski

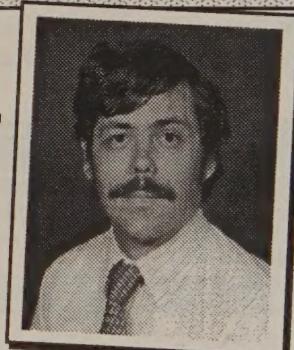
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answered you may select from major types of insurance plans. Here is just a sampling of what is out there for your benefit.

**1. HMO's or Health Maintenance Organizations.** This is a big option in healthcare today. HMO's generally provide all encompassing services and in order to receive those services, an individual must go to an HMO facility and see an HMO member doctor. The American Heritage Dictionary defines an HMO as a corporation financed by insurance premiums whose member physicians and professional staff provide curative and preventive medicine within certain financial, geographic, and professional limits to enrolled volunteer members and their families.

**2. PPO or Preferred Provider Organizations.** These organizations provide a list of selected physicians and facilities from which to select.

**3. Traditional or Fee-for-Service.** These types of insurance plans will pay a certain percentage of health care costs incurred at a doctor or facility of your choice.

**4. Medicare.** A program under the U.S. Social Security Administration that reimburses hospitals and physicians for medical care provided to qualifying people over 65 years old.

**5. Medicaid.** A program in the United States, jointly funded by the states and the federal government, that reimburses hospitals and physicians for providing care to qualifying people who cannot finance their own medical expenses.

**6. The Oregon Health Plan.** This state-funded health plan has special programs for individuals below the federal poverty level, high risk individuals who are unable to get coverage due to pre-existing conditions and small businesses that have 3 to 25 employees who have not previously offered employee coverage.



Photo by Nancy Dunkin

*Trauma Center: Columbia Memorial Hospital in Astoria is the county's designated trauma facility.*

According to Gail Harper, R.N., Assistant Administrator at Sisters of Providence Hospital in Seaside, their patients fall roughly into the following categories:

- Over 50% are either regular Medicare or HMO Medicare
- Nearly 16% are on some sort of HMO program
- Approximately 10% are covered by a traditional insurance plan
- 10% are with the Oregon Health Plan
- The remaining patients have other government plans such as Champus or are self-pay.

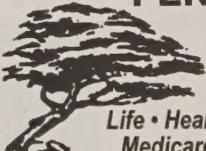
Once a healthcare plan is in place, employers should still not stop the research and maintenance of your coverage. There are four things that an employer can do to maximize your healthcare dollar.

**1. Educate your employees about the benefits and procedures included in your plan.** A big problem faced by providers and receivers of healthcare today is a lack of understanding about how the

healthcare plan currently in place for a business is structured. Hospitals and insurance carriers face angry people every day who have needed healthcare services and yet don't fully understand how those services will be paid for.

**2. Take a "wellness" stance with your employees.** Most area hospitals and even smaller clinics like the Sandpiper Medical Walk-in Clinic in Cannon Beach offer pre-employment screenings for small business employers.

**3. Access free or low-cost services from**  
Continued on page 20.

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## Lure of coast breeds strange bedfellows

Dual Careers: The price for life on the coast?

Over and over again, we hear stories of folks who have come to the area for a vacation, or "just passed through," and then spent the next several years trying to figure out how they could move here on a permanent basis. The result of this yearning migration is that there is a large segment of the population that will do almost anything for a living - just for the privilege of living on the coast.

We, I guess, are just about as prime an example as you can find. We publish Lower Columbia Business, own and run Summer House - A Bed & Breakfast in Seaside, and hold down a full time job in Portland at Home



Photo by Leslie Palmeri

*Astoria Landmark?: Gary the Hot Dog Guy is in it for the long run.*



**NORTHWEST**

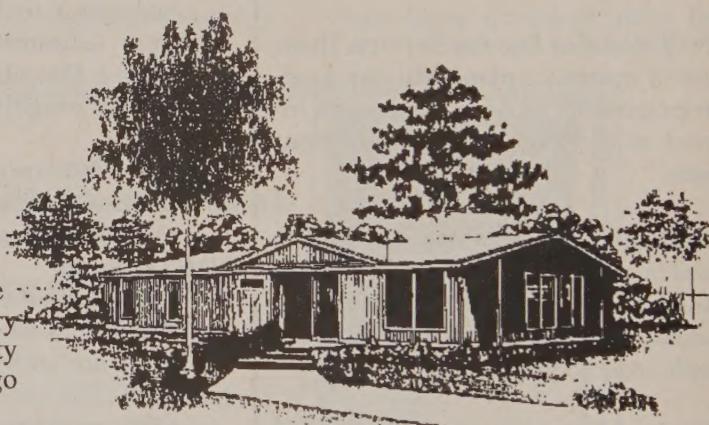
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Photo by Jack Palmeri

### **Anderson's Boarding House: A home, a business, a way to make ends meet.**

Depot. Why, you ask? Because we looked for three years for a better place to rear our son, now three and a half years old.

Here are some unusual combinations that we found. I am sure that you know of a few yourself.

### **Hot Dogs/ Buffoonery**

42-year-old Gary Brownrigg is a native of the Oregon coast. In that respect, he doesn't fall into the category of most migratory dual career individuals. But we find that even with the locals, there may just not be enough substantial career choices to make yourself exclusive.

Brownrigg's family has owned a motel in Cannon Beach for twenty years. He graduated from both Seaside High School and Clatsop Community College. After graduation he tried a variety of more traditional occupations, such as industrial marine sales or running an import car shop. But he found that these careers just didn't hold his interest.

Then, a car accident and the encouragement of friends made a change in his career path. That's when he began for a career what most folks do for a hobby - he began selling hot dogs on the street. In July ,1989 after receiving his insurance settlement from the accident, Gary bought his first cart from New York City. It had been in storage for ten years at the time, but it was just the vehicle to launch Hot Diggity Dogs. His very first weekend he opened at the PreMarq Center in Warrenton. He made enough that weekend to cover

some checks he had already written and that gave him the confidence to forge ahead.

The "Hot Dog Man," as he has been called, has become a sort of regular now in Downtown Astoria and, weather permitting, he spends part of the year in front of Owl Drugs where he is the third hot dog person to man a stand in front of the store. The remainder of the years he has spent in front of Fabricland or at the Maritime Museum.

He buys only the best ingredients, attends four to five food shows a year and is constantly on the look out for newer or better products to offer his customers. He prepares his wares at a commercial commissary in Astoria and has used the same commissary and warehouse location since he began operation.

Not to become stagnant, Gary has expanded operations to find more and better ways of serving his custom-

Continued on page 16.

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# Too much time driving?

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**D**o you spend too much of your time picking up or dropping off paper work or packages in Portland? There is a new business in town that would like to help you out of your car.

Beginning this month, Coastal Courier will make daily pick ups and deliveries between Portland and Astoria, Seaside and Cannon Beach - and back again. As long as you call their office before 11 a.m., Coastal Courier promises to get your package to or from your office door that very same day. There will even be what is called "Hot Shot" service that will provide turnaround in as little as three hours, or delivery on weekends. This will be provided for an additional charge, depending on the job.

You will not need to provide any special packaging or wrapping, and they will come right to you for both pick up and delivery. Their emphasis will be on reliability and personal service, says owner/driver Steve Bennett. "Why not support a local business, instead of larger, international companies? That is what we will be here to do," says Steve.

Initially there will be a minimum of two drivers, one stationed in Portland and one on the coast. They will do their pickups in the morning and trade off, pony express style, mid way about 1 p.m. The cost of the service will be \$15 per package, up to 200 pounds.

There are currently international delivery services that operate in the area, according to Bennett, as many as thirty, but they only offer overnight turnaround. On the coastal level, this writer called three different delivery telephone numbers listed in the local yellow pages and got no answer after repeated tries at two of the numbers and the third said that they would be happy to take my package to Portland. It would take a minimum of two hours to deliver at a minimum fee of \$125.00. The cheapest rate that Bennett found in his re-

search was \$81.00 for a same day delivery to the Portland area.

Bennett, previously of Yachats, has done what a lot of the people in this issue have done. He decided that this is where he wants to live, and then he identified a need in the market that would give him the financial support to do so. He has researched the idea, by calling on all the local cities, the chambers and most of the courier companies that operate in the vicinity.

Bennett has never been in the courier business, but he is not new to starting from the ground up. He began a catering business years ago in Utah that grew to a four state reach and worked on such feature films as "Footloose," staring Kevin Bacon. Bennett sold the business when it got to be too time consuming and moved on to the restaurant business.

Bennett has spent the last three years as the owner/manager of a restaurant in Coeur d'Alene that is closed in the summer. He has spent most of his adult life in resort communities and just applied what had been done in other areas to what might be a business need here on the coast.

His sister, currently living in Salt Lake City, has wanted to move to the coast and sent Steve ahead to figure out what kind of business they should start here. Anne Pollock will be joining her brother in Coastal Courier to assume responsibilities for administration of the business.

Bennett does not see this as a long term career. He is filling a niche now before technology comes along and displaces the need for couriers.

Bennett says that the business will be aimed at hospitals, attorneys, mortgage companies, graphic artists, auto supply stores and real estate agents. "You never know how much you need a service like this until you use it. I can get your package to Portland for the same as it would cost you to take it yourself, but I have saved you the time of the trip." **LCB**

# Life in Fishing: Not all bad news

New fish processor and retail market spawning hopes for increased industry

**D**ana Ferguson is a fisherman. Like many fisherman these days, he is branching out a little in his occupation.

He is doing this, however, for a slightly different reason than many of the fishermen who are diversifying. He has come ashore to work to help fulfill the dream of a friend of his. Stu McIntyre, longtime resident of Knappa, veteran of the hardware business and part time fisherman, has a lot of friends in industries that are hard hit these days. And he wanted to help those friends.

Those friends are: Don Bartlett, Jerry Ferguson, and Mike Barendse.

Stu is also a man blessed. He is blessed with a son who will do almost anything to help his dad fulfill this dream. Reed McIntyre, 27, of Knappa

*They are the new kids on the block and a lot of the fishermen prefer to stay with comfortable, existing suppliers rather than switch.*

went to Oregon State University to become a forest engineer. After school he started a successful logging business. He was doing well at it: He had low overhead, the necessary equipment, plenty of sources for timber, and he enjoyed the smell of the trees. But then his father fell ill, and shared his dream with his son. Stu McIntyre wanted to help some of his friends, and see a small change in the shoreline of the fishing business in the process.

The beginning of the dream was to buy a small building in Knappa for a

Continued on page 19.

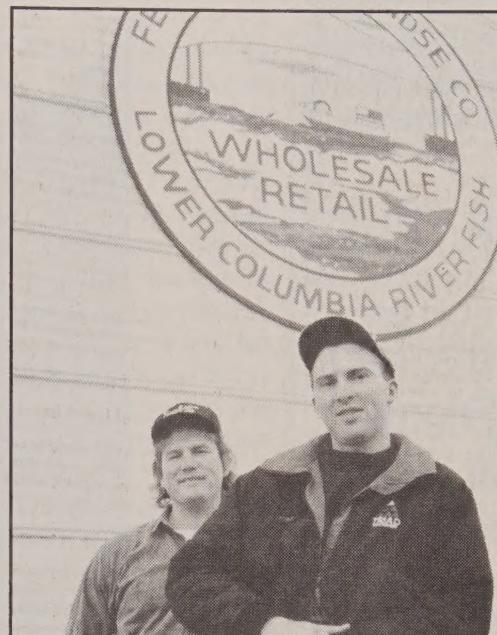


Photo by Leslie Palmeri

*Fish Story: Dana Ferguson and Reed McIntyre won't let this one get away.*



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# It's a tough job, but....

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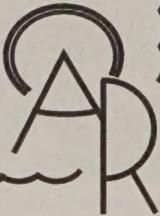


Photo by Sandie Murphy

*Views of the Coast: Everyday sites delivered at unusual angles.*

home to give him a picture of the ocean and to see the coast for herself. That was, for Murphy, all it took for her to spend

the next fourteen years trying to move out here.

The next thing you know, she



## "Ahhhh."

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had packed her things and headed for the coast. She only got as far as Salem, however, when it became clear that from a job standpoint, the only avenue was to go back to Idaho, where she worked as an insurance claims adjustor. "That drove me nuts," says Murphy, "I had my cubicle with a window where I could look outside. I hated being confined."

Then she met Pat Jones, now a sales associate for Century 21/Golden Shores Realty in Seaside, and he wanted to move to Hawaii. Again, her thoughts turned to a life by the sea. They came out to the coast on vacation and considered trying for jobs in Portland. One drive through the city convinced them that the coast was the only place to be and, within three weeks after returning from vacation, they moved to Oregon.

The first job for the couple was managing a small hotel in Seaside. The owner was kind enough to allow them a small sideline that helped give Murphy the exposure she needed for her photography. Guests of the hotel received a small shrink wrapped print as a sample of her photography and the opportunity to buy more.

Murphy had been taking pictures since she was only 12 years old. That was when she received her first camera. It was a black and white instamatic. She did not receive her first professional camera until Jones bought it for her birthday in 1988 and "Artistic Images by Murph" became more than just a passion. Today, Murphy tramps up and down the coast with her Chinese pug dog, Shogan, and husband, Jones, in tow. They provide moral support and worry a lot as she climbs bridges to get a better view or hangs out over the edge of cliffs to get a different angle on a shot. She literally will go out on a limb to find shots and angles for people that they might not otherwise find in the area. "That is my way of showing the beauty in the world and how it might not be that way for very long," says Murphy. She marvels at just how much the

beaches in the area have changed since she first saw them. "If people could see the beauty in these pictures, they may be more tempted to preserve it."

Murphy feels that her abilities to capture unique photos and appreciate nature stem from the time that she lived up in the mountains. She spent a cold, hard winter on the continental divide as the guest of a trapper and his wife in a Sioux Medicine Teepee. She is still involved in Indian culture and has taken photos for the National Indian Festival.

She not only tries to get unusual perspectives in her pictures, she takes a great deal of care to select individual frames that bring out the essence of the print. Murphy sold forty pieces of art last year and projects that it will take at least five years to reach her maximum level of status as a photographer. The average price for a framed print is around \$55.00 and currently 95 per cent of the purchases have been by tourists. One woman bought an ocean scene to take back with her for the wall of her Portland office. She said it would help her remember the beauty of the coast.

Works by Murphy may be viewed during business hours at the ExposureArt gallery on Holladay drive in Seaside. LCB



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# Mayor wants to see city pull together

A people person

**O**liver (Ollie) Verner really wants to be mayor.

He didn't know that though when he and his wife of then thirty years moved here, eleven years ago. His hometown had been Wood River, Illi-

nois at the other end of the Lewis & Clark trail. He had made four visits out here to see relatives and decided that this was where he was going to retire.

He had worked for 27 years at Hartford Insurance as a safety engineer and was ready to call it quits. He discovered that retirement wasn't all it was

cracked up to be and began looking for a job.

Not pleased with the response he was getting in the insurance arena, he got a job at Century 21/Golden Shores Realty in Seaside. Shortly after that he moved on to Pete Anderson Realty. Five years ago he formed Beach Realty, Inc. in his home on Beach Drive in Seaside.

The firm now has an office building of its own and two agents plus a part time secretary and Ollie. They handle all types of real estate: residential, commercial, vacation rentals and property management.

Then six years ago he got elected to the city council. He liked the volunteer position, but kept looking at the current mayor and saying to himself, "Why am I not doing his job? It's almost like a mountain being there," says Verner, "and you think, one day I'm gonna climb it."

"Don't get me wrong," says Verner, "I think the previous mayor did

**"It's almost like a mountain being there," says Verner, "and you think, one day I'm gonna climb it."**

a good job. But I'd like to be more visible in the community."

The mayor considers himself a people person and yet readily admits that he doesn't have the training to do the job of city manager. He prefers the public relations aspects of his job: "I can go into just about any group and nobody will say, I'm sure glad to see he's leaving."

Verner plans to use those people skills in his new position over the next four years. When asked about his goals for his tenure as mayor he commented that he would like to see Seaside citizens working together and a reduction in the traffic problem. His

Continued on page 20.

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Helpful names and numbers in Clatsop County government

## **Oregon**

### **Astoria**

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1095 Duane Street  
Astoria 97103  
503/325-5821

Mayor - Willis L. Van Dusen  
Commissioner - Jim Wilkins  
Commissioner - Don Morden  
Commissioner - Doug Thompson  
Commissioner - Susan Borgardt  
City Manager - Bob DeLong  
Fire Chief - Lane Wintermute  
Chief of Police - Robert Deu Pree

### **Cannon Beach**

City Hall  
163 E. Gower  
Cannon Beach 97110  
503/436-1581  
Mayor - Kirk Anderson  
Councilor - Frank Little  
Councilor - Laurel Hood  
Councilor - Karolyn Adamson  
Councilor - John Busskley  
City Manager - John Williams  
Fire Chief - Gary Moon  
Police Chief - Dave Rouse

### **Gearhart**

City Hall  
698 Pacific Way  
Gearhart 97138  
503/738-5501  
Mayor - Kent Smith  
Councilor - Bob Whitman  
Councilor - Ed Tice  
Councilor - Gert Gideon  
City Administrator - Dennis McNally  
Fire Chief - Jim Pesonen  
Police Chief - Jeff Bowman

## **Seaside**

City Hall  
989 Broadway  
Seaside 97138  
503/738-5511

Mayor - Oliver Vernor  
Councilor - Dan Bouchard  
Councilor - Alan C. Batchelder  
Councilor - Rosemary Baker-Monaghan  
Councilor - Jim Hayward  
Councilor - Doug Ray  
Councilor - Kathleen Wysong  
City Manager - Gene Miles  
Fire Chief - Jim Puckett  
Chief of Police - Ken Almberg

## **Warrenton**

City Hall  
147 South Main  
Warrenton 97146  
503/861-2233

Mayor - Barbara Balensifer  
Commissioner - Bruce L. Bobek  
Commissioner - Richard T. Carruthers  
Commissioner - Donell Keith Dyer  
Commissioner - Lisa R. Lamping  
Fire Chief - Duane Mullins  
Police Chief - Dan Kneale

## **Washington**

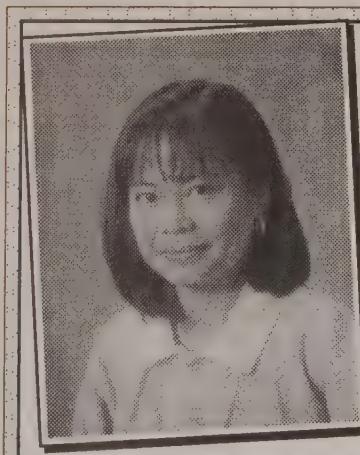
Ilwaco  
City Hall  
301 Spruce  
Ilwaco 98624  
206/642-3145

Mayor - James D. Trick  
Councilor - Howard Cole  
Councilor - Les Driscoll  
Councilor - David L. Fritts  
Councilor - Douglas W. Hubbard  
Councilor - Michael J. Meno  
City Administrator - Sarah L. Gudgell  
Fire Chief - Tom Williams

## **Long Beach**

City Hall  
115 Bolstad Avenue West  
Long Beach 98631  
206/642-4421

Mayor - Ken L. Ramsey  
Councilmember - Gary Luethe  
Councilmember - Fred Rutherford  
Councilmember - Brigid Stucki  
Councilmember - Mike Unruh  
Councilmember - Jerome Zorich  
City Administrator - Nabil Shawa  
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# Councilperson ran to prove something

Susan Borgart ran for city council in Astoria to prove that government is made up of people

**S**ue Borgardt wants to be your conduit, Astoria.

Borgardt has been on the city council in Astoria for a little over two years now. She has just been named the president of that body and she has a goal. "I got involved in government," says Borgardt, "because I felt that people had a misunderstanding about how things work at the city." Borgardt has served on committees and with organizations like the North Coast Women's Political Caucus before running for city council, but hadn't really made any plans for political life.

What she has done is reconcile numbers. According to Borgardt, she has always done numbers and organized internal systems. Her first job was running a cash register and completing internal paperwork for a drugstore in Chicago. She was 15 at the time. She now has a small bookkeeping company with a number of loyal clients. For them she will prepare financial statements, balance their books and for one client, even manage the shop while the owners are away.

She does not do taxes, and she is not looking for any more clients. What she wants to do is be a council person who is accessible and gets persons in the community to be involved.

"What most people don't realize,"



Photo by Leslie Palmeri

**Accessible government:** If Susan Borgardt is home, she'll talk to you. If she's not home, leave a note.

says Borgardt, "is that running a city is much the same as running a 'bigger' small business." She feels that if more people got involved in the actual mechanics of running a city there would be more understanding of why things work the way they do - and perhaps greater benefit to society as a whole.

On her agenda are two primary concerns. First, she would like to see the city of Astoria have an asset management plan. As it is, apparently, when a project needs attention within the city, it is dealt with individually.

There is no long range projection or plan for asset acquisition or maintenance.

The second item on her agenda is waste management. Susan is on the 3R committee and just last month presented the Compleat Photographer with an award recognizing their recycling efforts.

As a councilperson, Borgardt spends 10 to 20 hours a week on reading assignments, committee meetings or responding to the five-to-ten phone calls and letters a week that she gets from her constituency. Though she was elected by Ward 4, Sue believes that she serves all of Astoria and is happy to address the concerns of folks from any part of the city.

Her vision is set on a conflict resolution program in the city. "There needs to be a change in the mentality," says Borgardt, "we need to think of government as 'us,' not 'them' versus 'us.'" **LCB**

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# Local confectioner retires, recipes remain

Astoria landmark sweets shop to keep traditions, add more goodies

**T**erri Elliot got a kind of unusual present from her husband this year.

Most folks would be pretty casual about giving your wife candy for a present, but this time, honey, you may have gone a little too far. Vernon Elliot, a materials manager for H.B. Zachary Construction, gave his wife a candy store.

Columbia Chocolate's owner of twelve years, Don Morden, was ready to retire. He still wants to be active in the community, in fact, you will see his name on page 22 as one of this year's executive board members for the CEDC. He didn't however, want to continue full time in the candy business. He put an ad in the local paper and didn't get much response. That is, until Vernon Elliot decided that this was where he wanted to live.

Why give your wife a candy store? It was a bond that the Elliot's had developed when they first met, 6 years ago. They were both working out at Tongue Point at the time. She was a receiving clerk, he, her boss, was the warehouse manager.

Terri liked to make candy and bring it to work. She would make a batch of divinity or other sweets and place it on the corner of her desk as a treat for her co-workers.

Apparently, Vernon Elliot liked more than just the tidbits. Now they are married and have a houseful of yours, mine and ours-type children and they have spent the last few years traveling around the country as work drew them.

Vernon Elliot is ready to come home. Both Elliotics have family members in the area and they just wanted a good place for their kids to grow up. Both had years of management and supervisory experience from their various jobs in life and both share a fondness for sweets. How perfect can you

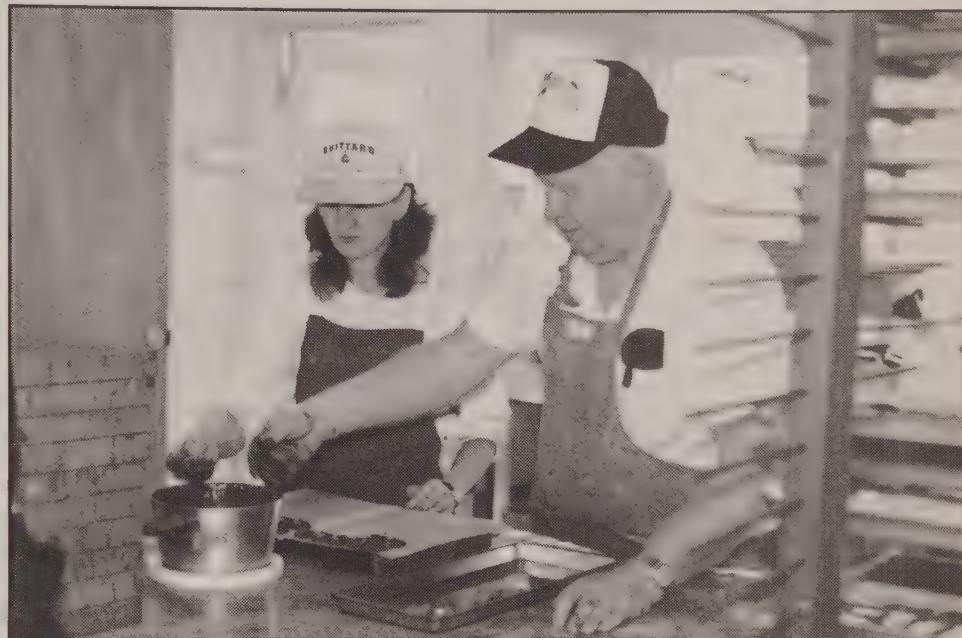


Photo by Jack Palmeri

*A family of dippers: Terri and in-law, Chuck Elliot share a pot of chocolate.*

get?

Terri Elliot and her father in law do most of the day -to-day operations for the store. Terri bakes and prepares any fillings and she and the elder Elliot both dip. Baking usually takes from 9 a.m. to 5 p.m. Monday through Friday and the store is open 10 a.m. to 5:30 p.m. Monday through Saturday. The candy kitchen used to be located upstairs from the 1213 Commercial Street storefront location, but five years ago, Morden

Continued on page 20.

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## LIFESTYLE continued

ers. First, he and his stand are available to cater parties or events. Second, he now has leased a cart to William Towne who has opened a Hot Diggity Dog Stand at Park Rose Hardware in Portland. Finally, he has begun a second career as a professional buffoon.

BUFFOOONATICS started in February, 1990 with one cow costume and now sports a lineup of combinations; Traditional Santa, Polyester Santa, Charlie Chicken, a parrot, Pink Gorilla, Polyester Gorilla, Teddy Bear and the

### Grim Reaper.

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The price for a buffoon working on your behalf is around \$25.00 for any location in Astoria and on up if he must travel further. He does offer specials however, and you may be able to get poetry, messages, or stand up comedy with your delivery in Seaside, War-

renton or Astoria for as little as \$20 per delivery at certain times of the year.

Messages may be delivered at any time of the day and Gary has been known to meet a person at a bar closing at 2 a.m. or deliver the present of a pickup truck while dressed in costume or perform as a walking billboard for a pet grooming salon. Why does he do this?

"I sing, I joke, I make people laugh," says Brownrigg.

### Ad Agency/Forestry Consultant

Her first "real" job, for a paycheck, was working for a local gun club at age 12. She would keep score, pick up spent shells or do general duties around the range.

This untraditional start for a working woman has led Rosemary Baker-Monaghan through a variety of careers where she was either the first - or the only - woman hired for the job. "I guess I was a little ahead of my time," says Rosemary.

Her first love is forestry. Baker-Monaghan has a Bachelor of Science degree in Forest Management and a Masters Degree in Adult and Continuing Education, Specializing in Forestry. This would enable her to teach forestry at the local community college or work as an extension agent for the state. But jobs are hard to come by in the forestry business these days. They didn't used to be and she has spent a good deal of her career up to her curly locks in trees.

During her 39 years she has spent at least at least twenty of them either learning about trees, fighting fires or engineering the "show" (designing logging settings) for huge forestry concerns such as Crown Zellerbach.

In her spare time, and between vegetation assignments, she works in advertising. She grew up around advertising. Her father started his own advertising agency after 20 years working for a newspaper in Washington. Baker-Monaghan has also worked as an advertising production assistant, a dark room technician and advertising consultant.

When the bottom started to fall out of the forestry business in 1981 she was one of 195 workers laid off in a

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After that she went back to school to get her master's degree and she and her husband, Daniel Monaghan, formed their forestry consulting business called Baker-Monaghan & Associates. In 1990, Monaghan was called back into the forestry work, leaving it up to Baker-Monaghan to hold down the fort in Clatsop county. She did so by, among other things, starting an ad agency, confusingly also called Baker-Monaghan & Associates.

She is the only employee of both concerns. She answers the phones, does the work, cleans the office and makes the coffee. When asked how she kept both businesses straight when all calls come in to the same telephone number she replied, "When the calls are forestry related, they come in between 6 and 8 a.m. Advertising calls don't start until after 10."

Why she doesn't just follow her heart and move to where the forestry jobs are more plentiful is twofold. First, she has achieved middle management in forestry work and is not ready to start over again - for about the fourth time in the business. Second, and the reason that she is included in our column, she stated best in her own words.

"If I had my druthers, I would be a full time forest ranger. But it would mean that I would have to start over again on the fire crew, and I don't want to do that again. But the real reason (that I don't move to where I can do that) is that this is where Dan and I want to live."

You and me both, Rosemary.

#### Real Estate Sales/Security Guard

Jim Clark is a security guard for the Port of Astoria. He has been one for 13 years. At the same time, and truly giving meaning to the expression "keep your day job," he has worked the last 15 years as a real estate agent for Sunburst Realty in Astoria.

Prior to this dual life, Clark had lived on the coast in Florence, Oregon. He got a job working for Doxol Propane in Portland and one year later, they transferred him to Astoria as plant manager. In December of 1980 he got his real

estate license and became one of the first agents to work for Sunburst.

"There are a lot of real estate folks that have two jobs," says Clark, "Last year was a good year for real estate, so you don't see it so much, I guess." According to Clark the Port of Astoria job is much more stable, has regular hours and good benefits. It "pays the bills," enabling his real estate career to roll on with the punches of the economy. He seems to be rolling along fine with that job, however, and last year sold over \$840,000 worth of property.

Not only is he a dual career person long term, his family is a dual state one. His wife works for Washington state and commutes across the bridge for her employment.

It must be very interesting around their house at income tax time.

#### Innkeeper/Emergency Room Nurse

Barb Edwards' hometown is the one made famous by the book, "The Bridges of Madison County." It is

Winterset, Iowa. Unlike the heroin in the book, however, Barb left there with her husband when she was 23 and moved to Vancouver, Washington. She had finished her nursing training and he had finished college and they decided to embark on a "great adventure."

They lived in the greater Portland area for 19 years while Barb worked as an emergency room nurse and her husband was in the insurance business.

In 1987, they decided it was time for a change. They decided to come to the coast to look for a small business opportunity to carry them through their "middle years" and happened upon a bed and breakfast in Seaside.

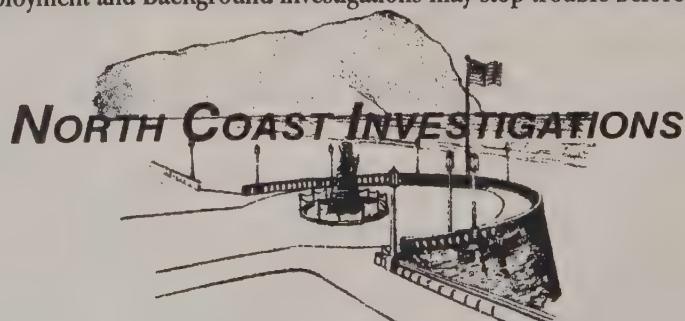
Not too long after that, the couple split up, leaving Barb as an innkeeper in a small town. She loves Seaside and has felt an outpouring of support from the community so she needed a way to make ends meet. Re-enter nursing.

Continued on page 20.

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# Bruce Smith Branches Out

Funding approved to fulfill a long-standing need for more rental cars on the coast

**H**e is not your typical car dealer.

In fact, the reason he is even in business is because traditional car dealer practises literally make him nauseous. He founded his company on a series of no's: No salespeople; no unpriced cars; no bald tires or bad brakes, and no near-empty gas tanks when you finally drive away.

Bruce Smith has spent the last seven years selling 25 to 30 cars a month - all by himself. In each of those seven years, he has taken two to three calls per week from folks asking if there was anyplace close by that someone could rent a car. He has taken so many of those calls in fact, that he has decided to go into the rental business for himself.

It will not be a big-name franchise location. That would not be in keeping with the demeanor of Smith. It will be a low-key location of a firm called Independent Auto Rentals.



Photo by Leslie Palmeri

*Look out North Coast: will this man's rental fleet be as atypical as his auto dealership?*

He will start out with ten cars. He has already called the body shops in the area to announce his plans and they have given him verbal rental pledges for at least half that number of cars each week. If things still look rosy in a couple of months, he might increase the numbers of cars that he has available.

He owns a car dealership. That means that he can use any car as a rental,

right? Wrong. That is one of the reasons that he has not made this advancement before. There are two obstacles to adding rental cars to his existing business. One, the rental portion of his business must purchase the cars that it loans: It may not "borrow" from the other side of the lot. Two, the franchise fees, loan requirements and insurance premiums - the financial side of this picture, are outrageous.

Smith has been unable to solve the first problem. His rental cars will definitely be rental cars, not absentees from his sales inventory.

The second problem, the financial one, is still in existence, but with the help of Bank of Astoria and the lower franchise fees from the company he selected, he feels it is a wise investment.

This is, in fact, the first planned investment and life decision that this man has made in his life. Almost everything else up to this point has been sheer fate.

Prior to this his life consisted of selling cars almost as a lark - that is until he bought a house with the proceeds - and playing rock-n-roll. He even has a matchbox car collection that sort of started under its own steam. Almost every major event in his life, including starting his automobile dealership, has been somebody else's idea. It will be interesting to see how his idea of a rental fleet shapes up. **LCB**

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smokehouse. They were then going to offload and process their own fish and sell it on the spot. Zoning ordinances do not always conform to people's dreams however and after purchasing the building, the group, now called Fergus-McBarendse, discovered that DEQ restrictions with the city sewer system would not allow the processing of offloaded fish on the premises. That meant that they needed another location to perform that portion of the process.

They found a partially abandoned dock site owned by Wards Cove Packing that up until about three months ago housed a retail fish market. The fish market went out of business, presumably, because the owner of the market could not process her own fish and had to buy her product wholesale.

Fergus-McBarendse moved in and expanded on the previous retailer's idea by incorporating the processing end of the fishing business into their scheme. What has happened so far is that the firm has more demand than supply and they haven't even had a chance to equip or open the retail market of the business.

The overwhelming success of the current operation and the possibilities of expansion into retail to serve the 10 to fifteen people a day that are dropping by has led Reed McIntyre to modify the original plan. They no longer want to ship their fish to their own smokehouse. There is enough demand for fish processed and shipped right from the dock in Astoria that they don't need to send their product on to the next step.

They do still plan to open the fish market however. They have a pretty ideal location for it, at the bottom of 11th street, right across from the Pier 11 restaurant.

Their biggest problem right now is not being able to get enough fish to meet the demand of their clients. They are talking to fishermen and trying to assemble a fleet of boats - both without stepping on the toes of existing processors in the area.

Ferguson and McIntyre are doing almost all of the work now, for no pay, to keep overhead low enough to pay the bills that come in. Both of them

also have other sources of income to help pay their personal bills until the business can support salaries. The other partners, all in their fifties, will come in full time a little later in the story.

In the meantime, Dana Ferguson is negotiating with the fishermen and they are processing as many fish as they can - selling only a tiny portion of what their clients are clamoring for. They are the new kids on the block

and a lot of the fisherman prefer to go with comfortable, existing suppliers, rather than switch. The bait that Fergus-McBarendse is using is word of mouth advertising, negotiating higher prices with the wholesalers for the fish that is offloaded and ensuring that the fishermen are paid for their wares in the quickest time possible. With a little help from the sea, who knows how big this fish story can go? **LCB**

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## Healthcare continued

health care providers. Columbia Memorial Hospital in Astoria has an entire Industrial Medicine Program, plus offers a variety of seminars and workshops on healthcare throughout the year.

For additional guidelines, the Agency for Health Care Policy and Research (AHCPR) has published a booklet to help you. "Check up on Health Insurance Choices" was developed for Americans facing health insurance decisions for the first time and those needing to reassess their current coverage. The booklet describes the sources of group and individual health insurance

and the three major types of plans; fee for service (traditional), HMO and PPO, plus insurance shopping tips, definitions, a quiz, a checklist of important services, pertinent questions to ask when assessing your options and a worksheet for determining the best insurance buy. The booklet is available by calling 1/800-358-9295.

There is no way that we can give comprehensive coverage of all options available. Please consult your local medical care provider or insurance carrier for more information.

LCB

## Vernor continued

ideas don't stop there. He has already ordered a suggestion box to be placed in the lobby of City Hall, at his expense, so that the general public has another vehicle for expressing their opinions. In addition, he is advocating an organization of retired volunteers that could help do odd jobs around the city. It would help by ensuring some older citizens that they are a welcome and

needed addition to the city and it would alleviate the need to pull paid personnel from their regular duties to complete some relatively simple, but necessary, tasks.

What happens after four years as mayor? He says he'll retire (again?) and live off of selling Amway products.

It will be interesting to interview his honor again after a year and see if his perspective has changed. LCB

## Lifestyle continued

She had never really gotten too far away from nursing, but does not yet have her certification in Oregon state, so she is now putting in the hours, and paying her dues.

The story does not end there, however. The bed and breakfast that the couple had purchased has a history behind it. The home had once been owned by a woman named Babe Anderson.

She, too, became a single woman while living in the home and started to take in borders to pay the bills.

In commiseration with her, Edwards has just changed the name of her B&B to Anderson's Boarding House and even has the great granddaughter of Babe Anderson helping around the inn. I'm sure that Babe is somewhere out there, smiling. LCB

## Sweets continued

needed more space and moved it to a spot on Marine Drive.

Most recipes will remain the same, and they will continue to only use the most fresh and natural ingredients. The Hotcha chocolates, formerly called Mayan Gold, will remain. If you are not familiar with them, there are a couple of varieties of white or dark chocolate that combine Mexican food with dessert; Jalapeno and spicy hot fillings sur-

rounded by rich chocolate. Unusual, and the one I tried was labeled as medium hot. I think I am too much of a wimp to try the super hot.

In addition, Terri is really enjoying coming up with variations of her own. She has added strawberry flavored popcorn for the children and some new candy bars are on the drawing board. I think you can expect good things from these goodie makers. Hasta luego. LCB

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**February**

1 Soroptimists, noon, Seaside Pig N' Pancake Fisheries Committee, noon, Astoria-Warrenton Area Chamber of Commerce  
 Gearhart City Council, 7:30 p.m., Gearhart City Hall  
 Warrenton City Commission, 7 p.m., Warrenton Community Center

2 Groundhog Day  
 Seaside Rotary Club, noon, Ocean View Home & Garden Show, Seaside Convention Center

3 Clatsop Soil & Water Conservation District Board Meeting, 9:30 a.m., Port of Astoria Offices  
 CEDC Transportation Committee, noon, Port of Astoria Offices, Pier 2, Astoria

6 Kiwanis, noon at Seaside Pig-N-Pancake Astoria City Council, 7 p.m., Astoria City Hall

7 Astoria Chamber Merchant's Committee, 7:30 a.m., Astoria-Warrenton Area Chamber of Commerce  
 CEDC Executive Board, noon, Warrenton Shilo  
 CEDC Forestry & Wood Products Committee, noon, Astoria-Warrenton Chamber of Commerce  
 Seaside Library Board, 4 p.m., Seaside Library Ambassador's Committee, 6 p.m., Astoria-Warrenton Area Chamber of Commerce  
 Cannon Beach City Council, 7 p.m., Cannon Beach City Hall  
 Seaside Planning Commission, 7 p.m., Seaside City Hall

8 Soroptimists, noon, Seaside Pig N' Pancake Astor Library Board, 4 p.m., Astor Public Library, Astoria  
 Board of County Commissioners meeting, 7 p.m., Astoria Court House  
 Seaside Improvement Commission, 7 p.m., Seaside City Hall  
 Gearhart Planning Commission, 7:30 p.m., Gearhart City Hall  
 Warrenton Planning Commission, 7:30 p.m., Warrenton Community Center

9 Seaside Rotary Club, noon, Ocean View Astoria-Warrenton Area Chamber Forum Luncheon, noon, Red Lion Inn, Astoria

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Convention Center Commission, 7 p.m., Seaside Convention Center

10 Lower Columbia Tourism Committee, 7:30 a.m., Astoria-Warrenton Area Chamber of Commerce  
 Astoria-Warrenton Area Chamber Economic Development Committee, noon at the Chamber

"A Streetcar Named Desire" begins at Arts On Stage, 8 p.m., Clatsop Community College

13 Kiwanis, noon at Seaside Pig-N-Pancake Seaside City Council, 7 p.m., Seaside City Hall

14 Valentine's Day  
 Civil Service Commission, 8:30 a.m., Astoria City Hall

North Coast Workforce Quality Committee, noon, in Tillamook, Tillamook School District Administration Bldg.

15 Soroptimists, noon, Seaside Pig N' Pancake Warrenton City Commission, 7 p.m., Warrenton

16 Business Education Committee, 9 a.m., ESD Bldg., Astoria  
 Seaside Rotary Club, noon, Ocean View CEDC Dinner Meeting, 6 p.m., Marina Restaurant in Warrenton

Cannon Beach Design Review Board, 6:30 p.m., Cannon Beach City Hall

18 Public Forum on Short-Term Rentals, 10:30 a.m., Cannon Beach City Hall

20 President's Day  
 PULSE Computer User Group, 7 p.m., Seaside Convention Center

21 Astoria Transportation Committee, noon, Astoria City Hall  
 Kiwanis, noon at Seaside Pig-N-Pancake Crab & Seafood Festival Committee, 4 p.m., Red Lion Inn, Astoria  
 Historic Landmarks Commission, 5 p.m., Astoria City Hall  
 Astoria-Warrenton Area Chamber of Commerce Board Meeting, 5:15 p.m., Red Lion Inn, Astoria  
 Astoria Traffic Safety Committee, 7 p.m., Public Safety Bldg., 555 30th Street, Astoria

Astoria City Council, 7 p.m., Astoria City Hall

22 Soroptimists, noon, Seaside Pig N' Pancake Astoria-Warrenton Area Chamber of Commerce Business After Hours, 5:15 p.m., Key Title Company, Astoria  
 Board of County Commissioners Meeting, 7 p.m., Seaside City Hall

23 Seaside Rotary Club, noon, Ocean View Cannon Beach Planning Commission, 7 p.m., Cannon Beach City Hall

Seaside....And All That Jazz, Seaside Convention Center

27 Parks & Recreation Board, 7 a.m., Astoria City Hall  
 Kiwanis, noon at Seaside Pig-N-Pancake Women Entrepreneurs of Oregon, 6:30 p.m., Marina Restaurant in Warrenton  
 Seaside City Council, 7 p.m., Seaside City Hall

28 3R Committee, 11 a.m., Astoria City Hall  
 CEDC Agriculture Committee, 1 p.m., Port of Astoria  
 Astoria Planning Commission, 7:30 p.m., Astoria City Hall

**March**

1 Soroptimists, noon, Seaside Pig N' Pancake Fisheries Committee, noon, Astoria-Warrenton Area Chamber of Commerce  
 Gearhart City Council, 7:30 p.m., Gearhart City Hall  
 Warrenton City Commission, 7 p.m., Warrenton Community Center

2 Seaside Rotary Club, noon, Ocean View

3 CEDC Transportation Committee, noon, Port of Astoria Offices, Pier 2, Astoria

7 Astoria Chamber Merchant's Committee, 7:30 a.m., Astoria-Warrenton Area Chamber of Commerce  
 Ambassador's Committee, 6 p.m., Astoria-Warrenton Area Chamber of Commerce

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## News in Brief

On January 19, members of the Clatsop County Economic Development Council (CEDC) voted in a new slate of officers for 1995. The slate of officers is as follows: Chair, Gil Gramson; Vice Chair, Bud Kramer; Secretary-Treasurer, John Wubben; and Elected Member of the board, Clark Jackson. The remaining members of the executive board are: Dave Price, Immediate Past Chair; Captain Geoff Stone of the County Commission; Port of Astoria Commissioner Warren Kan and Don Morden. Members of the board serve for a period of one year. CEDC is currently in its nineteenth year of operation, serving the entire Clatsop County in furthering cohesive efforts toward economic development.

At a January 10, 1995 meeting, the North Coast Workforce Quality Committee approved a \$20,000 grant to the North Coast Telecommunications Consortium serving Columbia, Clatsop and Tillamook counties. Grant funds will provide hardware necessary to develop a telecommunications "backbone" in all three counties for access to the Internet and other telecommunications services that will enhance communication and educational opportunities for all citizens in the tri-county area.

Bank of America announced a new service in January. Investors can now manage their portfolio over the telephone through "Invest By Phone"

service via a toll-free number. They may access information on investments and even make purchases. Investments purchased through Invest By Phone are not FDIC-insured and are not deposits or other obligations of, or guaranteed by Bank of America or any of its affiliates. The service is established by BofA Investment Services, Inc. and may be accessed 6 a.m. to 6 p.m. Monday through Friday by calling 1-800-427-9633.

Pacific Ocean Service and Hospitality (P.O.S.H.), a service which distributes and displays printed media advertising (brochures, posters, flyers) for the west coast, has announced expansion of its services to include the central and southern Oregon coast. In addition, expansion plans include Portland, Beaverton, Hillsboro, Seattle International district, Capitol Hill and Ferry docks locations. P.O.S.H. currently has over 40 display locations at high traffic and tourist locations. For more information about distribution points and fees, please call their main office in Astoria at 503/325-8466.

Lumber production during the week ending January 14 was reported at 328 million board feet, 76 million feet more than the previous holiday shortened week. Orders were 314 million board feet, 32 million feet over the previous week's level. Shipments were reported at 303 million feet, an increase of 84 million feet. Figures for the same

continued next page

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# On the Move

week a year ago show production at 379 million board feet, orders 296 million feet and shipments 315 million feet.

Effective March 3, 1995, Pacific Power will close their office in Seaside. Employees of the Seaside office will remain in the community or have already been reassigned elsewhere within Pacific Power. The number of payment locations in Seaside will increase so that those customers wanting to pay their bills in person will still be able to do so. Anita Decker, Pacific Power Clatsop District manager, indicates that most of their customers will not see a change in services and that in the coastal areas where storms can cause interruptions, especially during the winter, the quality of their service will be unaffected by these changes. The line department, centrally located on Dolphin Road in Warrenton, will continue to be dispatched from that 10-year-old location.

Handforth Larson & Barrett, Inc. (HLB, Inc.) is pleased to announce the assignment and transfer of James Atkins, PE, CWRE, and Joe Gwerder, EIT, to their Gearhart office. Mr. Atkins, a registered engineer in both Oregon and Washington, and certified water rights examiner in Oregon, will serve as the Engineering/Planning Manager for the Gearhart location. He will personally supervise all civil engineering projects, and land use planning issues. His previous project experience includes planning, layout and design of residential and commercial developments, construction administration and inspection, and completion of a variety of land use applications. Mr. Gwerder will work as a project engineer and will be directly involved in planning and designing both private and municipal civil engineering work.

Jay Egan, of McIntosh Properties,

Seaside, has recently earned his associate broker's license. Egan has been with the firm for almost a year.

Lazerquick has added a full time designer to their staff. Dan Townsend has a B.A. in Sociology and Communications and holds an Airline Transport Pilot License. For twelve years he flew as a pilot for a contractor to the forest service, flying air tankers fighting forest fires. In the off season, he worked for a small graphics company doing illustration, primarily for silk screen conversion. Several years ago, Townsend retired from fire fighting in order to return home for family reasons. He managed and flew as the chief pilot for Ocean Air out of seaside airport and worked as a consultant to Lazerquick for one year. He now is available to provide full graphic services for the small to medium businesses in the area.

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Real Estate

## Real Estate

Real Estate Update for Clatsop County for December, 1994:

\$ volume of residential/commercial property sold:	\$ 7,313,889
# of properties sold:	75
Average Sales Price:	\$ 97,579
\$ volume vacant land sold:	\$ 823,950
# of properties sold:	16
Average Sales Price:	\$51,497

Property Index provided by Key Title Company.  
Calculations provided by McIntosh Properties.

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